

Australia's eCommerce revolution: how it saved businesses in COVID-19 and future strategies to thrive

Australia Post

October 2020



\$4 billion holiday season

This upcoming holiday season is expected to be the largest eCommerce event in Australian history worth \$4 billion.

eCommerce investments drive best results

Businesses that invested in eCommerce achieved the best results. Those who invested maintained their revenue levels, while those businesses that did not invest saw average revenues drop by 20%.



\$4.2 billion eCommerce facilitation

Australia Post's activities facilitated an additional \$4.2 billion in eCommerce during the height of the COVID-19 crisis.

Recovery at least 1 year away

Recovery is at least a year away, some of the digital change will persist in the future.

Key actions

01



Businesses need to develop their digital capability now, and test what works for them to optimise this over time, with a focus on customer convenience and cyber security.

02



Build more resilient supply chains to address vulnerabilities and manage risk.

03



A business strategy to support change, including a COVID-safe return to work, accessing government grants and programs, use of digital technologies, and developing a bigger customer base.

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